

Keith O'Brien Company

Conference Always Brings Thousands of People to the City

It becomes the occasion, also, of excursion rates which enable *everybody* to come to Salt Lake City. They come for various reasons—hundreds of them to purchase merchandise of a class which they do not always find in their home town stores. We do know that many of our out-of-town customers come in on excursions at least twice a year to make such purchases. They want the benefit of our assortments, the satisfaction of our styles and the multiplicity of things to select from.

We have always paid careful attention to our outside trade. We enjoy a large mail order business as a result. And when the customers—or anyone—come to the store, we try to make their visit pleasant.

Women's Suits and Dresses in a Wonderful Array of Styles, Fabrics and Shades

Special Prices for Saturday

The most beautiful stock of women's apparel for Spring and Summer. Such large stocks, such handsome models, such variety of materials and colorings.

Individual appearance, grace and perfect making are features of each garment sold.

Make your selection while stocks are complete.

50 dresses in wool crepes, in navy, Copenhagen, mahogany, tango and black. All smart, new styles. Special, \$10.50.

Smart, new models in dresses, in chalmers, serges, wool crepes, taffetas and crepe de chimes. Special, \$16.50.

50 dresses in crepe de chimes, charmeuse and taffetas; also figured failles and crepes. Colors are Russian green, navy, Copenhagen, black, mahogany, tango. Regular \$30.00 and \$35.00 values for \$25.00.

Colored cloth suits; new shipments received. All the smart new styles. Prices range from \$19.75 to \$125.00.

Three silk suits, also silk failles and brocades. Prices range from \$35.00 to \$150.00.

50 dress skirts in navy blue and black serge, black and white checks, honeycomb in black and white, with the new pleatum; also three-tier skirts. Special, \$4.95.

Bead Necklaces, Bead Chains, Tango Chains—Exceptional Prices

27-inch head necklaces in all the popular colors. 75c and 95c values for 35c.

60-inch head chain in all the popular colors. \$1.25 and \$1.50 chains for 75c.

Gold filled scarf pins ... Actual Values 50c to \$1.00

Gold filled cuff links ...

Gold filled tie clasps ...

Gold filled tango pins ...

Gold filled beauty pins ...

Ribbon soutiens, or better known as ribbon chains; the 75c ones for 50c and the \$1.25 ones for \$1.00.

VANITIES

German silver vanities, look like silver and wear much better than silver. German silver lined, fitted with vanity box, coin holders and card case. These are \$1.00 and \$1.25 values. An extra special for 69c.

CLOCKS

A limited assortment of clocks to be closed out. The cases are of burnished brass, polished brass, nickel, gummetal or Parisian ivory. These clocks are very good timekeepers and are worth up to \$5.00 each. Special, to close out, for \$1.65 each.

GIRDLES

Ribbon and knit girdles, all new goods and are very popular this season. Come in the newest shades. Values up to \$3.45; special, for 95c.

HAND BAGS

A few new Corona pin seal hand bags and moire silk bags. Colors are purple, green, black, blue, tan and brown. A regular \$2.25 bag for \$1.15.

Visitors Are Cordially Invited to the Store

They will find it a large and beautiful, a perfectly appointed, and a finely systemized store. It is an inspiration to visit such an institution.

Keith-O'Brien Co. has always held a high place in the confidence of the people, because of upright store methods, augmented by Service and courtesy.

200 Boy's School Suits, Regular \$10.00 to \$15.00 **\$4.85**

Only 200 of these splendid suits left. For school they can't be beat—and many boys wear them for dress occasions.

The assortment consists of single and double-breasted two or three-button models. The latest fabrics and colors are represented.

15 Blue Serge Boys' Suits, \$13.50 and \$15.00 Values, \$6.95

A selected group of only 15 high-grade blue serge suits. They usually sell for \$13.50 and \$15.00, but for Saturday they are priced at \$6.95.

Boys' School Suits, \$1.95

A number of boys' school suits in large size. Good, durable clothes and very well made. Bring the boy in Saturday and have him fitted. Values to \$5.00.

Boys' French flannel shirts—soft collar and soft French cuffs. \$1.50 values for 98c.

Flannelette night shirts for Koveralls—in different colors. boys. Regular 65c for 48c.

"A new suit if they rip." Price, 75c.



The perfect fitting petticoat is as necessary as the correct model corset. It gives the proper shape and hang to the gown.

"KLOSET"
KLOSET PETTICOAT

fits smoothly over the hips giving the much-desired straight-line effect with never a vestige of a wrinkle. Made in all sizes and lengths, and never requires any alteration. In Silk Jersey and Messaline, all colors, at \$5.00 upward.

Smaller Prices for Needed Articles in TOILET GOODS

- 50c SIZE CANTHROX 30c
- \$1.00 SIZE EXCELSIOR CLEANSING CREAM..... 69c
- 25c SIZE EXCELSIOR HAND LOTION..... 19c
- 10c POUND MOTH BALLS, PER LB..... 5c
- 50c SIZE HAIR SHAMPOO 25c
- 75c TOILET WATER, ALL ODORS..... 48c
- 50c SACRED HEART CERATE 33c
- 50c SACRED HEART ROUGE 33c
- 50c SACRED HEART BEAUTIFIER 33c
- 50c JAP RICE POWDER 15c
- 50c SIZE DR. GRAVES' TOOTH POWDER..... 19c
- 25c AND 35c TOOTH BRUSHES FOR..... 15c
- 25c SIZE PARKER PRAYS ROSALINE..... 15c
- \$1.00 SIZE PURE MERCOLIZED WAX 68c
- 25c COUGH REMEDY 10c



BEAUTIFY YOUR COIFFURE WITH THESE SPECIAL VALUES IN HIGH-CLASS HAIR GOODS

Our new transformations forming complete covering dressed in latest Parisian mode. Made of 16-inch guaranteed, first quality French hair, natural wavy. Special, \$7.95.

Switches of soft, lustrous, wavy hair, 30 inches long. Special, \$3.50.

Expert attendants will dress your hair in any of the latest hair styles, without charge, if you purchase one of the above hair accessories.



Trimmed Hats Specially Priced \$7.50 to \$12.00

A new shipment of the very newest creations for spring and summer wear.

Special prices have been made on these hats.

They comprise the new Watteau styles—small sailors—smart shapes trimmed with the new wing effect—shoe polish ribbon—the popular styles of flower trimming and other new novelties.

Also new numbers added to our \$5 trimmed Hats.

SATURDAY INDUCEMENTS IN THE FOOTWEAR SECTION

Men's \$5.00 Oxfords \$2.95

Women's \$3.50 to \$5.00 Summer Footwear \$1.95

MADE-TO-MEASURE SUITS FOR MEN

\$20.00 Suits for \$17.50

22.50 Suits for 20.00

25.00 Suits for 22.50

30.00 Suits for 25.00

TWO OF THE BEST TAILORING CONCERNS IN THE COUNTRY MAKE THESE CLOTHES. FIT, FABRIC AND MAKING ARE GUARANTEED.

A CAKE SALE

By the Ladies of the Rio Grande Baptist Church here Saturday

Silks and Dress Goods in a Varied Display for Spring and Summer

Every woman is planning a new suit or dress—"something new for the new season."

Our silk and dress goods section is recognized as a leader in whatever is new and fashionable. New materials, new colorings are always here first.

When fabric for new garments is being selected, visit this section. Let our capable salesmen help you decide. Many times a suggestion from one of these men, each an expert, would prove valuable.

Quoted here are some special prices for the week-end.

DRESS GOODS

Albatross-Veiling and Serges 39c yd

36 inches wide all wool Albatross and nuns' veiling, in light and dark colors. Also 36-inch cotton warp storm serge in staple shades of navy, brown, tan, wine, garnet and black. 50c grade. Sale, 39c yd.

French Crepes and Epingles

40 inches wide all wool imported crepes and epingles. The crepe is a beautiful soft-clinging fabric, one of the favored weaves this season. The epingle weave is a heavier weight with a corded effect running across the surface. These two weaves come in light and dark shades. Specially priced, 79c yd.

Priestly's-Scintilla and Tussah Royal

These two weaves combine beauty and utility. It does not crush in wearing and resists the dust and dirt. It comes in the fashionable semi-rough effect with a silky luster. We show it in a full line of street colors. 44 inches wide. \$1.50 yd.

Fancy Silks \$1.00 and \$1.25 Reduced to 69c yd.

At this one price you will have the choice of soft Swisses, messalines, chiffon taffetas and striped bungalines; good styles, in only broken lines, in a representative assortment of colors. 26 to 32 inches wide—69c yd.

Satin Messaline

35 inches wide, an extra special value; rich, heavy quality and comes in the latest shades, desirable for one-piece gowns, waists and slips. 30 shades to select from. Extra special value, 95c yd.

Brocaded Cashmere de Soie

40 inches wide, all silk and an extra special value. Heavy, rich and lustrous, in pleasing patterns—very desirable for gowns and combinations, in shades of tango, gendarme, navy, Burgundy, helio, wistaria, gray, cream and black. \$2.50 grade Sale, \$1.75 yard.

Black Messaline

35 inches wide, all silk, an excellent quality of black messaline that sells regularly at \$1.00. Special, 79c yd.

CANDY

- 40c box of chocolates and bon-bons for 20c.
- 50c box of chocolates and bon-bons, or all chocolates for 25c.
- 10c box of Angelus marshmallows, 7c.
- 5c chewing gum, all kinds, 3c.
- 30c a pound chocolates for 20c.
- CANDY EASTER EGGS, TWO KINDS, JELLY CENTERS AND MARSHMALLOW CENTERS, AND IN THREE SIZES. ALL EASTER COLORS. REGULAR 30c A POUND. SATURDAY SPECIAL, 15c POUND.

Notions for Saturday at Reduced Prices

A few pairs of OMO shields to close out. Sizes and styles assorted, but the lines are broken. Values to 40c for 15c; 10c a pair tan shoe laces, 3c; 15c a dozen black shoe laces for 10c.

Real hair or silk; almost every color. One or three in an envelope. Regularly 5c to 25c an envelope. Choice to close out, 1c an envelope.

10c a dozen pearl buttons, 3c. 15c a card pearl buttons, 10c. Shirt waist and underwear sizes.

15c, 20c and 25c supporters for 10c. Made of best quality elastic web with the velvet grip fasteners.

White, black or colored toilet pins. 10c cube pins for 3c; 15c cube pins for 8c.

15c cabinet of hair pins for 10c. This cabinet is filled with heavily japanned wire hair pins, assorted.

UNDERPRICED MERCHANDISE SQUARE.

69c—Men's muslin night shirts, with colored taped edges, our regular \$1.00 garment, made good and full. A splendid offer, for today only.

35c garment (3 for \$1.00)—Men's combed Egyptian halbrigan underwear, in summer weights, short or long sleeve shirts, ankle length drawers.

19c—Men's socks; our regular 25c grades—silk, cashmere, cotton, silk lisle, and in all colors.